

OSB Summer Series

A Lawyer's Guide to Navigating Intellectual Property in Cyberspace



cy·ber·space (sī'bər-spās') *n.* The electronic medium of computer networks, in which online communication takes place.

MANY ATTORNEYS ARE UNAWARE OF THE OTHER “WORLD” that exists when it comes to electronic communications. Getting lost can be very easy, so here is your opportunity to get expert guidance on:

- ◆ Creating and protecting your firm’s website—from securing a URL for the firm to contracting with a web developer
- ◆ The use of copyright-protected materials belonging to others
- ◆ Fair use doctrine
- ◆ The legal ethics involved with websites and lawyer advertising
- ◆ How social networking sites and other forms of electronic communications are affected by legal ethics rules

Wednesday, August 5, 2009
9 a.m.—Noon

Oregon State Bar Center
Tigard, Oregon

This seminar is
also available as a live
webcast—click here to
register

2.5 General CLE credits and .5 Ethics credit

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Oregon State Bar Center
16037 S.W. Upper Boones Ferry Rd.
Tigard, Oregon

"When I took office, only high energy physicists had ever heard of what is called the Worldwide Web. . . . Now even my cat has its own page." —Bill Clinton, announcement of Next Generation Internet initiative (1996)

CYBERSPACE HAS EXPANDED SO MUCH OVER THE LAST two decades that electronic communication is now an integral part of our lives. With this omnipresence comes multiple opportunities for connecting with others via the Internet highway—and for hitting legal speed bumps.

This seminar brings valuable information to attorneys and legal professionals about intellectual property issues related to using the Internet—everything from setting up a firm's website to the appropriate (and inappropriate) use of copyright-protected materials belonging to others.

You will get a refresher course on the fair use doctrine and a review of several cases that address how electronic publication differs from print publication. Learn how the Technology, Education, and Copyright Harmonization (TEACH) Act and the Digital Millennium Copyright Act (DCMA) may intersect with actions undertaken by you or your clients. Also, gain a better understanding of what constitutes lawyer advertising in cyberspace and how Oregon's legal ethics rules are applicable.

Sign up today so you can safely navigate the electronic universe!

Click here to
register online!

Register by using this form or calling the OSB CLE Service Center at (503) 431-6413, or toll-free in Oregon at 1-800-452-8260, ext. 413.

8:30 Registration

9:00 The Law Firm Website

- ◆ Securing the URL for the firm
 - ◆ Protecting the firm's name/URL in cyberspace
 - ◆ Contracting with a web developer
 - ◆ Advertising on the web
-

10:00 Break

10:15 Copyright Issues in Cyberspace

- ◆ Church of Scientology
 - ◆ *The New York Times v. Tasini*
 - ◆ Fair use doctrine
 - ◆ Technology, Education, and Copyright Harmonization (TEACH) Act
 - ◆ Digital Millennium Copyright Act (DCMA)
-

11:30 Cyberspace and Legal Ethics under the Oregon Rules of Professional Responsibility

- ◆ Lawyer advertising (including a website as a form of solicitation)
 - ◆ Attorney advertising online
 - ◆ Social networks
 - ◆ Other forms of electronic communication
 - ◆ Unauthorized practice concerns
-

12:00 Adjourn

Presented by:

- ◆ Leonard and Mary Ann DuBoff, *The DuBoff Law Group LLC, Portland*

OSB CLE Seminars Attorney:

- ◆ Karen D. Lee, *klee@osbar.org, (503) 431-6382*

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Wednesday, August 5, 2009

Bar # _____ Name _____

Firm Name _____

Email _____ Phone _____ Fax _____

Address _____

City _____ State _____ Zip Code _____

TIGARD SEMINAR REGISTRATION

- \$115 OSB Member.....\$ _____
- \$145 Non-OSB Member.....\$ _____
- \$0 2009 Season Ticket.....\$ _____
- \$0 50-year OSB members may attend free of charge.....\$ _____
- \$0 Oregon judges and their lawyer staff (see below).....\$ _____
 - Registrant is a judge
 - Registrant is a lawyer staff member for the following judge

Judge (please print)

Signature of Judge (required)

TOTAL REGISTRATION FEES (CYB09) (721).....\$ _____
WB

WEBCAST REGISTRATION

To register for the live webcast of this seminar, please [click here](#), or visit www.osbarcle.org and click on "Webcasts." Use your Season Ticket for a 50% discount!

GENERAL INFORMATION

QUESTIONS? Call the CLE Service Center at 503-431-6413, or toll-free in Oregon at 1-800-452-8260, ext. 413. For information about upcoming seminars, please visit the CLE Calendar at www.osbarcle.org.

CANCELLATIONS: Cancellation requests must be received at least 48 hours prior to the start of the seminar to qualify for a refund. Requests are accepted via phone, fax, or mail; please see "Three Ways to Register" for contact information. All cancellations are subject to a \$20 cancellation fee.

TUITION ASSISTANCE: Tuition assistance is available on the basis of financial need. Fax a request stating your financial situation to 503-968-4456 no later than one week before the seminar.

DIETARY RESTRICTIONS OR SPECIAL ACCOMMODATIONS: Call 503-431-6351, or toll-free in Oregon, 1-800-452-8260, ext. 351.

VIDEO REPLAYS

The Summer Series is not available for on-site video replays. However, video rentals will be available at the same registration fee as the live seminar if you register for a rental no later than the date of the seminar. To schedule a video rental for any Summer Series seminar, please call (503) 431-6351 or toll-free in Oregon, (800) 452-8260, ext. 351. Rentals will be available approximately two weeks after the date of the live seminar.

SEMINAR PRODUCT ORDERS

Seminar products will be available approximately two weeks after the live program.

- \$135 Audio CDs and course materials (CYB09.KCD)\$ _____
- \$195 DVDs and course materials (CYB09.KDV).....\$ _____

Subtotal: ..\$ _____

2009 Season Ticket No. _____ seminar product
discount—subtract 10%:.....\$ _____

Subtotal: ..\$ _____

- \$35 Course materials (CYB09.HB)\$ _____

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discount—subtract 20%:.....\$ _____

Subtotal: ..\$ _____

Shipping and handling fee: ..\$ 7.00

TOTAL ORDER: ..\$ _____

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For audiocassette and VHS formats, please call the CLE Service Center at 503-431-6413, or toll-free in Oregon at 1-800-452-8260, ext. 413.

DVD RENTALS

For additional viewers, please call 503-431-6351, or toll-free in Oregon at 1-800-452-8260, ext. 351.

- \$135 DVD rental and course materials (CYB09.KDR).....\$ _____

Subtotal: ..\$ _____

2009 Season Ticket No. _____ discount—
subtract 30%: ..\$ _____

Subtotal: ..\$ _____

Shipping and handling fee: ..\$ 7.00

TOTAL ORDER: ..\$ _____

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PAYMENT OPTIONS

- Check Enclosed: Payable to Oregon State Bar
- Credit Card (VISA or MasterCard only)

All information below required when paying by credit card.

Credit Card Number _____ Expiration Date _____

Name on Credit Card (please print) _____

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FOUR WAYS TO REGISTER OR ORDER

Registrations and orders will not be processed without payment.

1. **ONLINE** at www.osbarcle.org.
2. **PHONE:** 503-431-6413, or toll-free in Oregon at 1-800-452-8260, ext. 413
3. **FAX with VISA or MasterCard number:** 503-968-4456
4. **MAIL with check:** Oregon State Bar, CLE Registration, P.O. Box 231935, Tigard, OR 97281-1935